



Business writing

Objectifs pédagogiques

Reflex'English Business writing est une ressource digitale spécifique qui s'adresse aux apprenants de niveau intermédiaire. Elle est composée de 10 modules dédiés au vocabulaire et à la préparation de documents professionnels écrits.

Parmi les sujets traités :

- Les mémos : vocabulaire, but, format, rédaction,
- Les e-mails : phrases utiles pour commencer, pour rédiger le corps et pour conclure un e-mail, format, rédaction,
- Les lettres commerciales : les différents types de lettres, phrases utiles, format, rédaction,
- Les rapports et comptes-rendus : vocabulaire utile, format, rédaction,

Compétences linguistiques

Compréhension écrite - Textes

Des activités basées sur des textes et des descriptifs en anglais permettent d'améliorer la compréhension écrite de la langue.

Compréhension orale - Enregistrements sonores

De nombreux enregistrements audio (dialogues, conversations téléphoniques) permettent une immersion rapide dans la langue anglaise.

Compréhension orale - Animations

Les animations servent de prétexte pour présenter les différentes fonctions de la langue anglaise (grammaire et vocabulaire).

Spécificités du langage en anglais des affaires

Des recommandations pratiques sur les spécificités du langage en anglais dans le cadre professionnel sont largement développées.

Niveau de granularisation

10 Modules comprenant de multiples jeux-exercices interactifs et stimulants.

Pré requis technique

- Navigateur web : Chrome, Firefox, Safari, Edge, Chrome sur Android, Safari sur iOS
- Système d'exploitation : Windows, Mac, Android, iOS

Memos vs. emails

Memos

They are a perfect fit for:

- a detailed proposal, a significant report, a serious recommendation, a technical explanation, meeting minutes, a new policy, something that readers will consult more than once,
- formatted documents,
- printed communication,
- formal communication,
- long messages conveying many details.

Memos are still relevant and if you want to save paper, attach it to an email. Make sure they're well-written and used sparingly.

So, let's discover how to write an effective memo!

Tip No. 2 - Clearly state the purpose of your memo

What's your reason for writing the memo?

People need to know right away if your memo is something they need to pay attention to.

Clearly state the purpose of your memo, this will be indicated in both your subject and opening paragraph.

The purpose of the memo will also affect how you write the document.

Sending a letter by post

Look at the pictures and complete.

open letterbox, post office, postcode, letterhead paper, postmarked stamp, sealed envelope, postaller, postwoman, mail, factress, letterfooter, codepostage

Mr. John Doe
2444 My Road
LONDON
E17 6XE

CORRECTION SOLUTION RECOMMENCER

Useful linking words

Comparing: similarity and contrast

- ▶ in other words
- ▶ likewise
- ▶ similarly
- ▶ but
- ▶ yet, however
- ▶ although
- ▶ despite, in spite of
- ▶ even though
- ▶ whereas, while
- ▶ nevertheless, notwithstanding
- ▶ on the contrary
- ▶ on the other hand
- ▶ otherwise
- ▶ in contrast



Business writing

Lesson 01 - What is a memo?

- Description of a memo
- Use of a memo
- Memos vs. formal letters
- Characteristics of a memo
- The format of your memo - the heading section
- The format of your memo - the body of the message
- The style of your memo - materials
- The style of your memo - types of memo

Lesson 02 - Writing an effective business memo

- Are memos still relevant today?
- Memos vs. emails
- How to write an effective memo
- Tip No. 1 - Know your audience
- Tip No. 2 - Clearly state the purpose of your memo
- Tip No. 3 - Plan before you take action
- Tip No. 4 - Present the main point first
- Tip No. 5 - Enclose only appropriate information
- Tip No. 6 - Proofread the memo
- Tip No. 7 - Read your memo out loud
- The ultimate checklist

Lesson 03 - Useful sentences to open an email

- Writing emails
- Opening salutations
- Copying someone in on your email
- Forwarding an email
- Friendly start
- Referring to previous contact or meeting
- Saying thank you
- Stating the reason for writing the email
- Following up a previous exchange
- Apologising for the delay of the reply

Lesson 04 - Useful sentences to write the main body of the email

- Writing emails
- Attaching a document to your email
- Additional elements and important information
- Requests and enquiries
- Asking for clarifications
- Giving information
- Getting and giving approval
- Making or changing arrangements
- Making complaints
- Apologising
- Giving bad news

Lesson 05 - Useful sentences to close an email

- Writing closing lines
- Offering further help or information
- Expecting a reply
- Mentioning the next contact
- Expressing thanks
- Apologising once again
- Social closing lines
- Complimentary closes

Lesson 06 - Writing effective emails

- About emails
- Using an email programme
- Basic structure of an email
- Tip N°1 - Identify the purpose of the email
- Tip N°2 - Identify your audience
- Tip N°3 - Have a compelling subject line
- Tip N°4 - Start with an appropriate greeting
- Tip N°5 - Keep your message short and concise
- Tip N°6 - Pay attention to the tone of your email
- Tip N°7 - Be consistent with your font
- Tip N°8 - Write a simple closing
- Tip N°9 - Proofread and follow up
- Tip N°10 - Differences GB/US English

Lesson 07 - Types of Business letters

- What is a business letter?
- Cover letters
- Letters of recommendation
- Follow-up letters
- Letters of resignation
- Termination letters
- Invitation letters
- Letters of complaint
- Apology letters
- Sales letters
- Order letters
- Letters of thanks
- Request letters
- Inquiry Letters

Lesson 08 - Writing effective business letters

- Sending a letter by post
- The appropriate format: heading, main body, ending
- The appropriate spacing and font
- The appropriate style
- Writing business letters

Lesson 09 - Useful vocabulary to write a business report

- Writing business reports
- Useful linking words
- Useful vocabulary
 - Beginning the report
 - The structure of the report
 - Methodology and findings
 - Expressing opinions
 - Reporting what was said
 - Comparing elements
 - Giving examples
 - Drawing conclusions from the report
 - Giving recommendations

Lesson 10 - Writing effective business reports

- What is a business report?
- Who and what are business reports for?
- The different types of business reports
- The structure of a report
- Useful tips to write a business report
- Writing effective business reports
- Business writing - Conclusion